

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Mr Alex Daw
M1 1FY Ltd
24 Basement And Ground Floor
Dale Street
Manchester
M1 1FY

Agent (if used)

Mrs Sarah Schofield
iCatch Design
10 Kilworth Avenue
Sale
M33 4SE

Part 1 – Particulars of the application

Proposal: Installation of 2no. externally illuminated hand painted fascia signs, 1no. externally illuminated hanging sign and 1no. hand painted gable sign.

Location: Basement And Ground Floor, 24 Dale Street, Manchester, M1 1FY

Date of application: 11 January 2026

Application number: 144880/AO/2026

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The following is hereby approved:

- 2no. externally illuminated hand painted fascia signs
- 1no. externally illuminated hanging sign

has/have been **granted** consent in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The 2no. externally illuminated hand painted fascia signs, 1no. externally illuminated hanging sign hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as Local Planning Authority on 06 January 2026:

- Location Plan

And received by the City Council as Local Planning Authority on 23 February 2026:

- Proposed Dale Street Elevation Rev B
- Proposed Little Lever Street Elevation Rev B

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and DC19 of the Unitary Development Plan.

3) The maximum luminance of any approved signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

4) The depth/thickness of the projecting sign, shown on the drawings 'Proposed Dale Street Elevation Rev B' and 'Proposed Little Lever Street Elevation Rev B' received by the City Council as Local Planning Authority on 23 February 2026, shall be 30mm in depth, as confirmed on the email from the agent dated 13 February 2026.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The following is hereby refused:

- 1no. hand painted gable sign

has/have been **refused** consent in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The proposed 1no. hand painted gable sign, due to its siting, scale, and appearance, would form a highly visible and incongruous feature on the gable wall of the Grade II listed building. It would result in advertisement clutter on this listed building undermining the overall architectural and historic character of the building. The sign would also relate poorly to the surrounding street scene and the character of the conservation area. The proposed 1no. hand painted gable sign is therefore considered to be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies JP-P1 and JP-P2 of Places for Everyone Plan, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the Shopfront and Signage Design Guide (2024).

Informatives

If the approved projecting sign is to extend greater than 350mm over the adopted highway, the applicant will therefore need to apply for a projection over license by contacting 0161 234 5004, or for info email: highwaylicences@manchester.gov.uk, or the applicant to apply for a licence online at https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway

Any requirements for hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email highwaylicences@manchester.gov.uk

Date: 6 March 2026

Signed:



Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.